K-Love gets me though my day. I work in the hospital. We see a lot of people in a life crisis situation. K-Love broadcasts inspirational music for all ages. It is not discriminatory. It is not offensive in any way. It's a station I can listen to when taking the kids and their friends to/from school etc and not worry about what topic they are going to bring up. I want their station to come in loud and clear for everyone to enjoy.